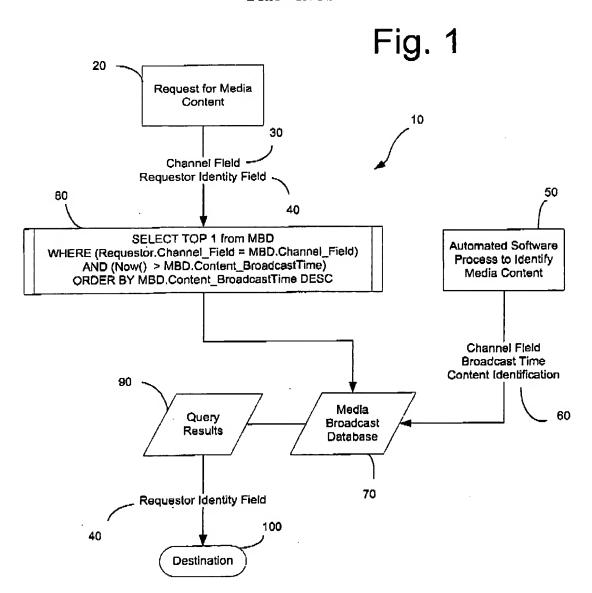
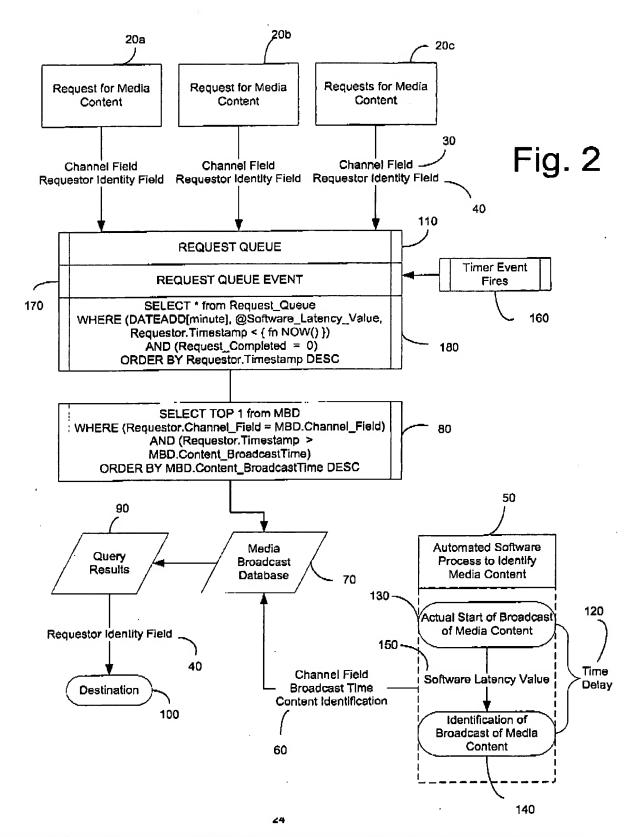
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DRAWINGS





PAGE 27/37 * RCVD AT 9/20/2006 4:14:32 PM [Eastern Daylight Time] * SVR:USPTO-EFXRF-5/19 * DNIS:2738300 * CSID:8139258525 * DURATION (mm-ss):09-12

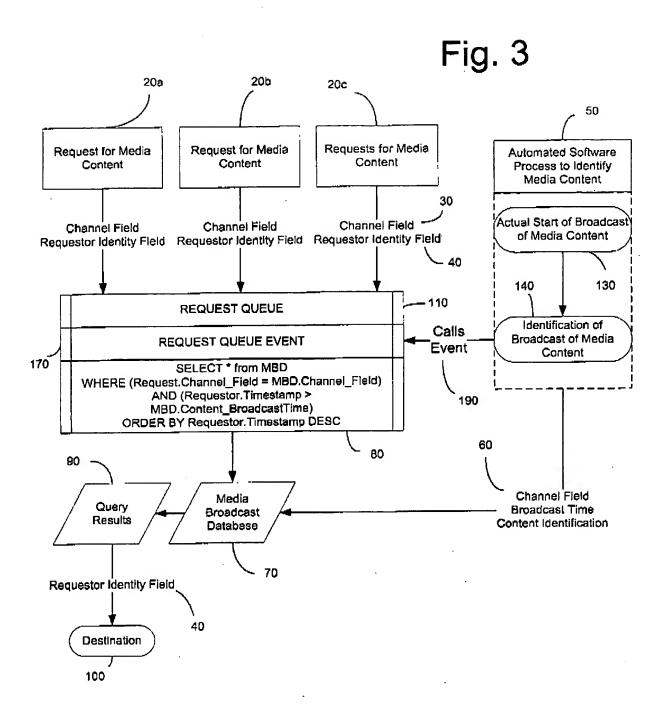


Fig. 4 20 Request for Media Content 30 Channel Field Requestor Identity Field 40 80 50 SELECT TOP 1 from MBD Automated Software WHERE (Requestor.Channel_Field = MBD.Channel_Field) Process to Identify AND (Now() > MBD.Content_BroadcastTime) Media Content ORDER BY MBD.Content_BroadcastTime DESC Channel Field **Broadcast Time** 9,0 Content Identification/ Media Advertising 60 Query Content **Broadcast** Results Database 70 190 Requestor Identity Field 40 Destination 100

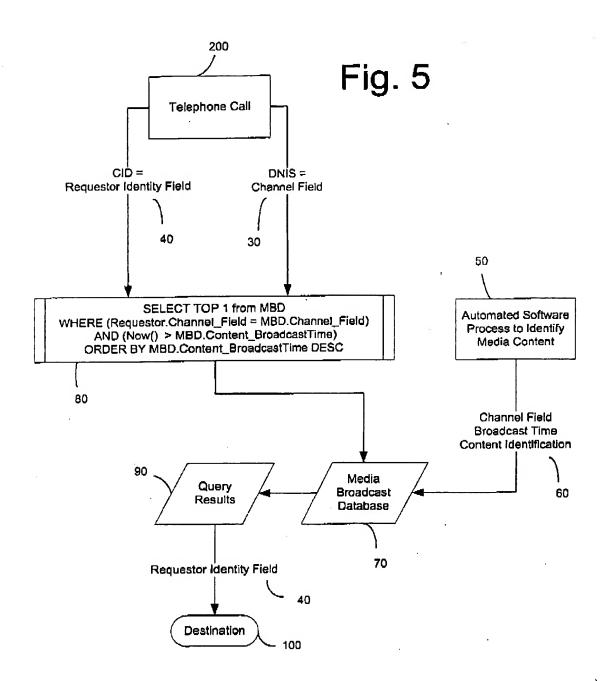


Fig. 6

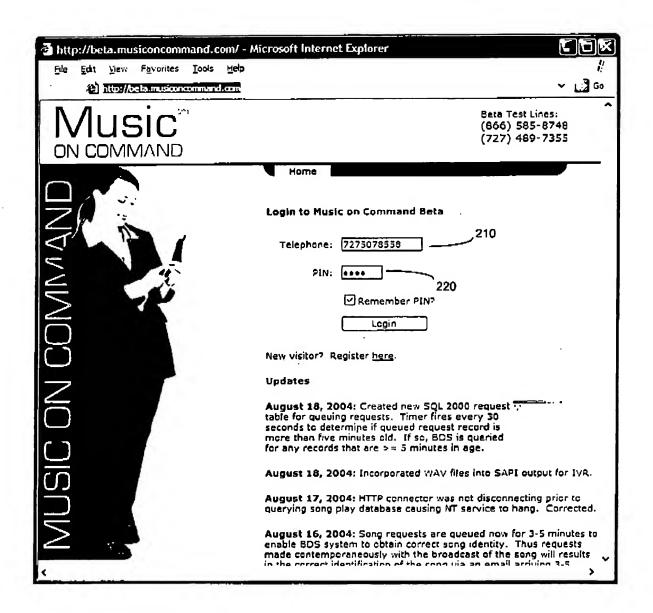


Fig. 7

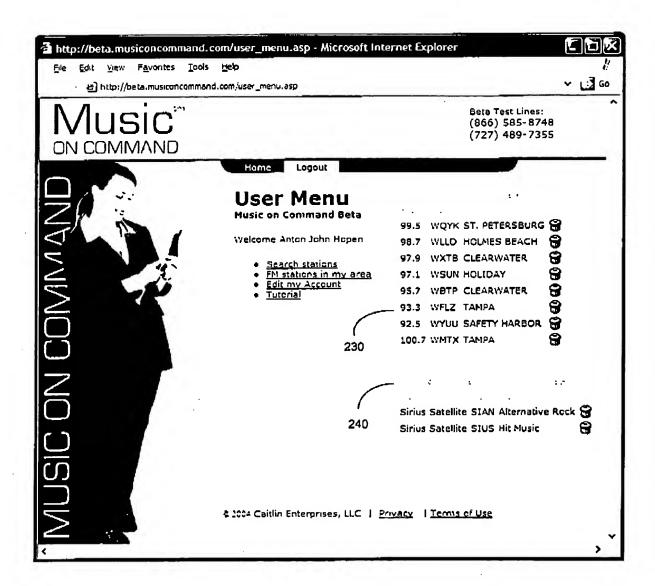


Fig. 8

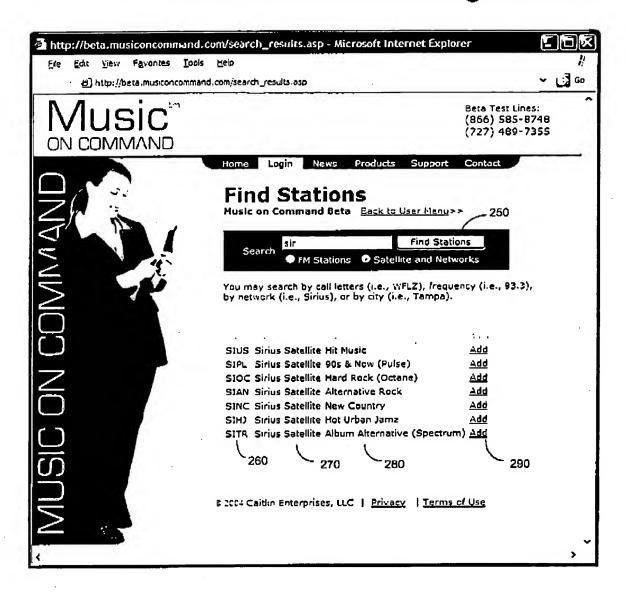
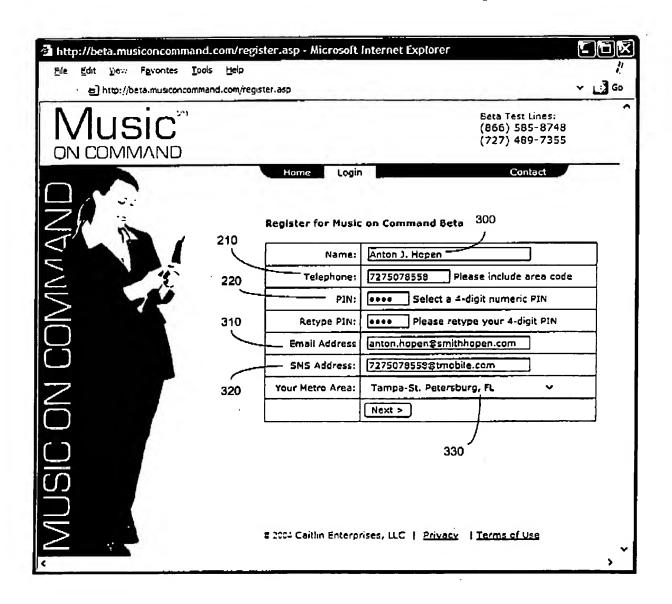
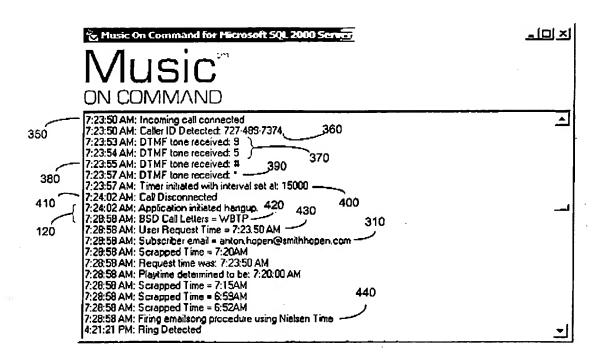


Fig. 9

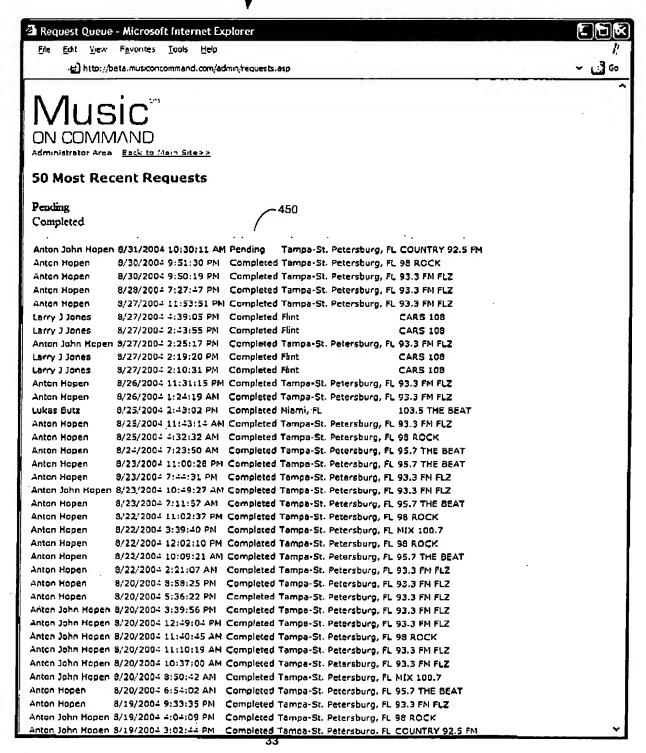






110

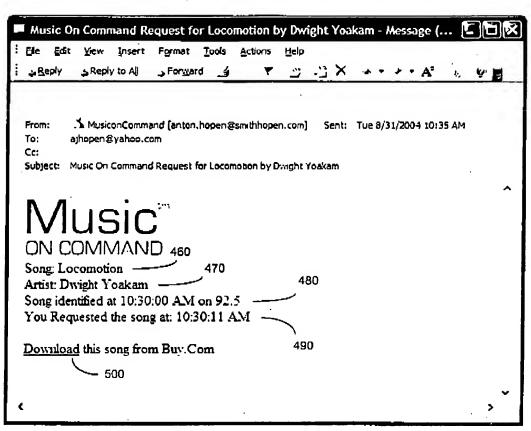
Fig. 11



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Fig. 12



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